

## CLAIMS

What is claimed is:

- 1 *1.* A method for effectively selling at least one of products and services comprising  
the steps of:  
3 (a) determining an existing network framework;  
4 (b) defining a plan which includes improvements to the existing network  
5 framework;  
6 (c) displaying a pictorial representation of the existing network framework and a  
7 plurality of components of the existing network framework; and  
8 (d) indicia coding the components of the existing network framework in order to  
9 sell at least one of products and services relating to the components of the  
10 existing network framework, wherein the at least one of products and  
11 services are necessary to implement the improvements.

- 1 2. A method for effectively selling at least one of products and services as recited in  
2 claim 1, wherein the step of defining the plan includes identifying the absence of  
3 at least one of products and services in the components of the existing network  
4 framework.

- 1 3. A method for effectively selling at least one of products and services as recited in  
2 claim 1, wherein the components to which the products or services relate are  
3 indicia coded.

- 1 4. A method for effectively selling at least one of products and services as recited in  
2 claim 1, wherein a legend is presented which defines the indicia coding with  
3 respect to the products or services.

- 1 5. A method for effectively selling at least one of products and services as recited in  
2 claim 1, wherein the components of the existing network framework are selected  
3 from the group of components including security services, network services, web

4 services, client services, integration capabilities, data services, directory services,  
5 management services, operation services, and developer services.

1 6. A method for effectively selling at least one of products and services as recited in  
2 claim 1, wherein the components of the existing network framework are selected  
3 from the group of components including commerce-related services, content-  
4 related services, administration-related services, customer-related services, and  
5 education-related services.

1 7. A method for effectively selling at least one of products and services as recited in  
2 claim 1, wherein the indicia coding is selected from the group of indicia coding  
3 including texture coding, color coding, and shading coding.

1 8. A method for effectively selling at least one of products and services as recited in  
2 claim 1, wherein the existing network framework is a web architecture  
3 framework.

Pat 27 9. A computer program embodied on a computer readable medium for effectively  
selling at least one of products and services comprising:  
3 (a) a code segment that determines an existing network framework;  
4 (b) a code segment that defines a plan which includes improvements to the existing  
5 network framework;  
6 (c) a code segment that displays a pictorial representation of the existing network  
7 framework and a plurality of components of the existing network framework;  
8 and  
9 (d) a code segment that indicia codes the components of the existing network  
10 framework in order to sell at least one of products and services relating to the  
11 components of the existing network framework, wherein the at least one of  
12 products and services are necessary to implement the improvements.

1 10. A computer program for effectively selling at least one of products and services  
2 as recited in claim 9, wherein the code segment that defines the plan includes a  
3 code segment that identifies the absence of at least one of products and services  
4 in the components of the existing network framework.

1 11. A computer program for effectively selling at least one of products and services  
2 as recited in claim 9, wherein the components to which the products or services  
3 relate are indicia coded.

1 12. A computer program for effectively selling at least one of products and services  
2 as recited in claim 9, wherein a legend is presented which defines the indicia  
3 coding with respect to the products or services.

1 13. A computer program for effectively selling at least one of products and services  
2 as recited in claim 9, wherein the components of the existing network framework  
3 are selected from the group of components including security services, network  
4 services, web services, client services, integration capabilities, data services,  
5 directory services, management services, operation services, and developer  
6 services.

1 14. A computer program for effectively selling at least one of products and services  
2 as recited in claim 9, wherein the components of the existing network framework  
3 are selected from the group of components including commerce-related services,  
4 content-related services, administration-related services, customer-related  
5 services, and education-related services.

1 15. A computer program for effectively selling at least one of products and services  
2 as recited in claim 9, wherein the indicia coding is selected from the group of  
3 indicia coding including texture coding, color coding, and shading coding.

1 16. A computer program for effectively selling at least one of products and services  
2 as recited in claim 9, wherein the existing network framework is a web  
3 architecture framework.

11 17. A system for effectively selling at least one of products and services comprising:  
12 (a) logic for determining an existing network framework;  
13 (b) logic for defining a plan which includes improvements to the existing network  
14 framework;  
15 (c) logic for displaying a pictorial representation of the existing network framework  
16 and a plurality of components of the existing network framework; and  
17 (d) logic for indicia coding the components of the existing network framework in  
18 order to sell at least one of products and services relating to the components  
19 of the existing network framework, wherein the at least one of products and  
20 services are necessary to implement the improvements.